

5 INTERACTIVE, NON-INTRUSIVE TELEVISION ADVERTISINGABSTRACT

Delivering interactive non-intrusive advertising content, including receiving a
10 selection signal indicating that a user has selected an item displayed on a television
screen, the item having associated non-intrusive interactive advertising content;
identifying the selected item; and displaying the associated non-intrusive interactive
advertising content. Embodiments typically include receiving and storing advertising
data that associates the selected item with a screen region and with interactive
15 advertising content. Receiving the advertising data often includes receiving the
advertising data encoded in a video signal that includes a video image of the item. In
some embodiments, the advertising data is encoded in a digital data stream separate
from a video signal, and receiving the advertising data is carried out by receiving the
data stream through a digital network. In typical embodiments, the advertising data
20 includes instructions for control of the display of interactive non-intrusive advertising
content for an item.